



Market Served: Kalamazoo

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Comments regarding MB Docket No. 04-233

Local News

- *Provide details on your stations investment in local news.* The station has one full-time news anchor/reporter, with access to the Michigan News Network, ABC Radio, The Associated Press, and the collaborative efforts of reporters at sister stations in Coldwater and Holland on Regional Coverage.
- *How many local newscasts are aired per week?* 32
- *Do you allow on-air time for breaking news and local emergency information?* Yes. *Give examples.* We break in for warnings of dangerous weather conditions, traffic tie-ups on major roadways, local systems and utility failures that disrupt traffic, and may or may not require evacuations. We also supplement local programming with

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listings of cancelled activities, and closed schools and businesses because of inclement weather.

- *Give examples of how your website is used to enhance local news coverage.* All local news stories are featured on the station's website and updated daily. Often the stories we put on the website are expanded versions of the stories used on the air.

Local Public Affairs

- *Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues including the length of such programs.* "Focus" is a 3 minute public affairs program that runs Sunday mornings, that features issues of a timely nature that address current local community issues.. Sometimes the program examines the local impact of national or statewide laws, changes or mandates on local institutions and residents. We also air a feature called Community Connection. This features various non-profit organizations talking about issues that concern their group. These will air approximately 20 times per week.

Creating or Selecting Programming

- *Describe your stations efforts and practices for determining the types of programming you air. For example, do you have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming?* We seek input from our listeners on a daily basis. Each jock is encouraged to ask for e-mails or feedback during their show. We conduct music auditorium tests on a semi-annual basis.
- *Preemptions: Provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates or local sporting events.* We are affiliated with Western Michigan University Sports. Throughout the football and basketball season we interrupt regular programming with football and basketball games. 12 football and approximately 32 basketball games are aired.

Emergency Programming

- *Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.* We have covered large fires and police standoffs as part of our continuing coverage. We regularly attend and cover Kalamazoo City Commission, Portage City Council, Kalamazoo County Commission, Kalamazoo School Board and Portage Board of Education meetings, and the Western Michigan University Board of Trustees. There is also periodic coverage of other boards, commissions, and committees as time and value dictate. Coverage of these important local governmental meetings help keep local residents informed of the activities of the elected officials that are closest to them and have the most direct impact on their lives.
- *Describe your stations weather forecasting service.* We use WWMT Channel 3 meteorologist along with weather from the National Weather Service to obtain our reports.
- *Do your stations participate in AMBER or EAS? yes.*

Political Programming

- *Do your stations offer candidates other types of free airtime? Give examples, and include examples of candidates declining offers of free airtime.* Elected officials are interviewed on a regular basis as part of our continuing coverage discussing local proposals, issues and included in our regular news and public affairs programming. The proponents and opponents of ballot initiatives and other local campaigns are also interviewed and featured on news and public affairs programming.
- *Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?* Daily
- *Do your stations cover local campaign and /or convention events?* yes
- *Describe your stations participation in promoting voter registration drives.* Pre-election coverage of registration drives, and events, including recent Rock the Vote, registration drives by the local GOP, initiatives by the Secretary of State to sign up voters with her mobile office, and other campaigns have all garnered news coverage and promotion. We have also made it a point this particular election year to help promote and demonstrate the new voting system as the County makes the transition from punch cards to optical-scan.
- *Give examples of how your websites are used to enhance political coverage.* The station's website carries all of our political and issue oriented stories, some in expanded form.

Civic, Cultural and Other Community-Responsive Programming

- *Please list examples of programming targeted to raise funds for local charity organizations.* October: Haunted House Kalamazoo Jaycees -- September: Walk for Lymphoma Society -- December: Jock In The Box for the local homeless shelter, Ministry With Community --- September: Police Fireman Rally to raise money for fire/police killed in the line of duty.
- *Describe any coverage of local events, such as local sports, fairs, holiday events, local theater, and fire or police outreach events.* Western Michigan University Bronco Sports are covered as part of our regular ongoing news coverage, generally as previews to help promote participation in such events, including the Summer Festival Series, Music in the Park, a wide variety of fairs and parades and festivals held downtown, and at county parks.
- *Please list the number of Public Service Announcements aired per week.*
98
- *Please list your stations coverage of important issues affecting the local community, such as consumer rip-off's, smoking and other health hazards, safety, drinking and driving, domestic abuse and similar issues.* Identity Theft, Obesity and related health problems. Breast Cancer, one-way streets, downtown development, industrial tax breaks, the high cost of special assessments, smoking prevention and treatment programs, jail overcrowding, child support scofflaws, reimportation of prescription drugs, school and local government funding shortages, unemployment, community anti-drug and prostitution efforts, the explosion of methamphetamine abuse, racism, gaps in test scores between whites and African-Americans. There have also been recent local drives to promote calcium in the diet, annual mammography screening, and fruits and vegetables in the diet of young women and children. We have done features on Sleep deprivation, Walk for Health, unemployment, and the economic recovery, Freedom of speech, affirmative action, the sanctity and the preservation of marriage, race relations, tourism and its impact on the local economy, poverty, teen birth rates, juvenile crime, treating cancer, the energy crisis, and hundreds of others.
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Music

- *What percentage of your music programming is generated locally?*
100%

- *Do your stations research the market to determine the type of music they want to hear locally? yes Give examples.* Semi annually we conduct auditorium music tests. Daily during our lunch program and 5 o'clock features we encourage and play various song requests from the listeners..

Station Participation in Community Activities

- *Give examples of your stations support and involvement with non-profit and charity initiatives.* GKUW-- Greater Kalamazoo United Way --- Also twice annually we solicit volunteers for the Gryphon Place training program. An organization dedicated to providing telephone assistance for those in immediate need. From drugs to suicide to everyday problems someone cannot cope with. Each year we put one of our air talents in a cardboard box during November to raise awareness for the homeless. The jock lives in the box for 36 hours and asks for donations for the local homeless shelter, Ministry With Community.
- *Provide examples of how your stations promote causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.* There has been considerable coverage lately of flu vaccine clinics and the problems involved in the vaccine shortage. There has been coverage of free screenings for Depression, and HIV Aids. There is regular coverage of blood drives, particularly during holiday periods when the Local Red Cross holds larger drives to address increased needs. We also respond when the Red Cross declares blood emergencies, which have happened more frequently in recent years.
- The news department is in regular contact with AAA and the Michigan Office of Highway Safety planning, who work to promote and fund seat-belt and drunk driving enforcement campaigns. There is also annual coverage of the problem of car-deer collisions, which grow in danger during the fall. We also work with the DNR to promote hunter safety. There is also regular contact with Bronson and Borgess hospitals who often are happy to respond to changing news in Medicine. The sudden withdrawal of Vioxx from the market, the thyroid cancer of Justice William Rehnquist and the death of Christopher Reeve and its impact on his causes, are two recent examples. There is also annual coverage of local fire marshals and their fire safety programs and smoke detector promotion efforts during the fall, and prior to the holiday season, which is the most dangerous time of the year for home fires. . There has also been coverage of the WMU-CMU blood Challenge and efforts by the Red Cross to recruit volunteer help for hurricane relief in the south. Providing local angles on state and national health and social services issues, discoveries, advancements, and calls to action are a staple of news and public affairs programming.